



## PROFESSIONAL SUMMARY

Digital Marketing professional with 13+ years of experience, adept at leading high-impact web marketing campaigns and digital content strategies for major tech firms including Meta and Samsung. Demonstrated success in driving significant online engagement and user interaction, evidenced by tripling email sign-up targets and significantly boosting content engagement rates. Skilled in customer-focused storytelling, multimedia content creation, and leveraging consumer insights to optimize digital trends and marketing effectiveness.

## EMPLOYMENT HISTORY

2021 - PRESENT

### Web Marketing Manager, Meta (Facebook)

- Led the development and execution of the web channel go-to-market strategy for Meta Quest 3 VR headset. Highlights include exceeding 'Notify Me' email sign-up targets by over 3 times, content engagement lifts of more than 4 times web average, and higher add-to-cart (ATC%) percentages.
- Managed site migration initiatives for Meta Horizon Worlds and other metaverse-related digital products.
- Integrated creative and messaging from NBA, Peacock, and other partnerships to enhance the website's educational and marketing content.
- Launched the first web marketing strategy for Meta's Ray-Ban Stories smart glasses. Its approach to leverage consumer-focused messaging and relatable use cases, resulted in over 6 million visitors engaging with the content on our digital surfaces.

2018 - 2021

### Digital Marketing Manager, SAMSUNG

- Lead digital content strategy for Laundry and Small Appliances, creating customer-focused online experiences to drive excitement and interest in Samsung products resulting in a boost in web traffic.
- Optimized digital footprint by integrating social media, online marketing, CRM, and SEO efforts, resulting in increased site visits, improved brand health, awareness, and online sales.
- Managed product launches on Samsung.com by collaborating with key stakeholders to identify content gaps, workflow efficiencies, and media improvements.
- Strategically managed Samsung's home appliance third-party digital footprint, delivering unique online experiences by updating digital assets for national and regional retailers.
- Significantly reduced external agency costs by leading in-house content creation and improving internal processes.

2014 - 2018

### Corporate Communications Digital Media Manager, PSEG

- Managed social content creation and paid media strategies, increasing the brand's online reach by over 300,000 followers.
- Boosted digital engagement by innovating content strategies, reaching 1M+ views across platforms.
- Conceptualized, shot, edited, and promoted all original digital video productions, savings over \$100,000 in external video production costs annually.
- Developed multilingual community-focused shareable digital media content and paid media, contributing to an overall increase in JD Power survey.
- Acted as a brand ambassador to Spanish-speaking customers through educational and crisis communication segments featured on Telemundo and Univision.
- Led the responsive redesign and development of the corporate intranet, improving user experience for 12,000+ employees statewide and saving \$140,000+ in productivity costs.

## LANGUAGES

English



Spanish



## SKILLS

Product launches

Corporate communications

Social and web strategies

Video production

Web marketing strategy

Digital content strategy

Online marketing

SEO

Social content creation

Video Script-Writing

Content Creation and Camera Operation

Adobe Creative Suite (Photoshop, Illustrator, InDesign)

Video Editing Software: Final Cut Pro, AVID, Davinci Resolve

Social Media Management Tools: Hootsuite, Social Mention, Sprinklr

Advertising Platforms: Facebook Ads

Content Management Systems

Content ideation

Creative storytelling

Data analysis

User experience design

**Corporate Communications Digital Media Manager, PSEG**

- Managed social content creation and paid media strategies, increasing brand awareness by over 300,000 followers and achieving more than 1 million video views across platforms.
- Conceptualized, shot, edited, and promoted all originally produced digital videos, resulting in annual savings of over \$100,000 in external video production costs.
- Developed multilingual community-focused shareable digital media content and paid media, contributing to an overall increase in JD Power survey.
- Acted as a brand ambassador to Spanish-speaking customers through educational and crisis communication segments featured on Telemundo and Univision.
- Led the responsive redesign and development of the corporate intranet, improving user experience for 12,000+ employees statewide and saving \$140,000+ in productivity costs.

2011 - 2014

**Corporate Communications Multimedia Manager, Veolia (SUEZ)**

- Produced, directed, and edited corporate videos and television ads, resulting in annual cost savings of over \$200,000.
- Successfully launched the company's social media channels, developed and executed corporate communications strategy.
- Managed a cross-departmental social media communications team to ensure consistent brand voice and messaging.
- Implemented "SUEZ-TV," a rich media internal communications network, connecting and updating 3,000+ employees without access to company email.
- Coordinated a partnership between SUEZ and New York Red Bulls to promote soccer for underprivileged children.
- Acted as a bilingual company spokesperson, communicating with Spanish language news outlets.
- Managed conversations on new media channels, analyzed sentiment, and identified industry influencers.

**EDUCATION**

**Bachelor of Arts in Journalism & Media Studies, Spanish, Rutgers University**  
– School of Journalism

**CERTIFICATIONS**

**Lean Six Sigma Process Improvement at PSEG**

**Sprinklr Advanced Admin at Sprinklr**